

**BIAS COMPENSATING REMOTE AUDIENCE
SURVEY SYSTEM AND METHOD**

ABSTRACT OF THE DISCLOSURE

5 A bias compensating remote audience survey system (34) is
configured to identify radio stations (162) to which tuners
(24) are tuned. The tuners (24) have predetermined signals
(26) emitted therefrom. The survey system (34) employs a
method (152) of compensating for a station bias, or preference,
10 toward or against one or more of radio stations (162). The
method (152) includes measuring durations (62) over which the
predetermined signals (26) are received by the survey system
(34). The durations (62) are then combined by averaging to
form a station average detection length (ADL) value (74)
15 specific to one of the radio stations (162). The station ADL
value (74) is compared to a multi-station ADL parameter (86).
A sensitivity level (146) for the one radio stations (162) is
adjusted in response to the comparison to compensate for
station bias.

004240 " 6665550